PHILIP MORRIS U.S.A.
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Western Union Mailgram

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PHILIP MORRIS USA
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NEW YORK NY
10017

TO OUR MILITARY CUSTOMERS:

PHILIP MORRIS U.S.A. IS PLEASED TO ANNOUNCE THE FOLLOWING INVENTORY MAINTENANCE PROGRAM FOR OUR MILITARY CUSTOMERS.

* DURING THE PERIOD DECEMBER 7-29, 1987, AFTER YOU HAVE PURCHASED 300% OF AN AVERAGE WEEK'S SHIPMENTS, WE WILL ALLOW YOU 60 CENTS PER THOUSAND CIGARETTES ($7.20 PER 12/M CASE) ON PURCHASES UP TO AN ADDITIONAL 300% OF AN AVERAGE WEEK'S SHIPMENTS.

* TO QUALIFY FOR THIS PROGRAM, ALL ORDERS MUST BE RECEIVED IN OUR RICHMOND, VIRGINIA OFFICE BY 12 NOON EASTERN STANDARD TIME ON TUESDAY, DECEMBER 29, 1987, AND MUST BE FOR SHIPMENT ON OR BEFORE WEDNESDAY, DECEMBER 30, 1987.

* OUR CREDIT TERMS FOR ALL SHIPMENTS THAT QUALIFY FOR THIS 60 CENTS PER THOUSAND CIGARETTES ALLOWANCE WILL ALSO INCLUDE AN ADDITIONAL 14 DAYS DATING, SO THAT THE 1.25 PERCENT CASH DISCOUNT WILL BE ALLOWED IF PAYMENT IS REMITTED WITHIN 28 DAYS FROM DATE OF INVOICE.

DETAILS OF THE PROGRAM AND ORDERING INSTRUCTIONS ARE AS FOLLOWS:

* THE 60 CENTS PER THOUSAND CIGARETTES ALLOWANCE WILL BE ISSUED TO YOU OR YOUR HEADQUARTERS VIA CHECK, AS SOON AS PRACTICABLE AFTER DECEMBER 31, 1987.

* YOUR AVERAGE WEEK'S SHIPMENTS ARE BASED ON YOUR PURCHASES FROM US DURING THE THREE-MONTH PERIOD AUGUST THROUGH OCTOBER 1987.

* WE ARE MAILING TO YOU UNDER SEPARATE COVER A PRINTOUT SHOWING 300% OF YOUR AVERAGE WEEK'S SHIPMENTS. (PLEASE NOTE: WHILE THIS PRINTOUT INCLUDES A BRAND AND PACKING GUIDE YOUR PURCHASES UNDER THIS PROGRAM DO NOT HAVE TO BE BY BRAND AND PACKING. IF YOUR AVERAGE WEEK'S SHIPMENTS OF A PARTICULAR BRAND OR PACKING ARE BELOW ONE-HALF OF A NORMAL CASE QUANTITY

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TO REPLY BY MAILGRAM MESSAGE, SEE REVERSE SIDE FOR WESTERN UNION'S TOLL-FREE PHONE NUMBERS

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(12M OR 6M OR 3M AS APPLICABLE), THESE QUANTITIES HAVE BEEN APPLIED PROPORTIONATELY TO BRAND STYLES FOR WHICH YOUR AVERAGE WEEK'S SHIPMENTS EQUAL ONE-HALF CASE OR MORE.)

* ALL STANDING AND OTHER ORDERS HELD BY US FOR SHIPMENT DURING THE PERIOD DECEMBER 7-30, 1987, WILL BE INCLUDED IN THE CALCULATION OF QUANTITIES UNDER THIS PROGRAM.

SHOULD YOU NEED ASSISTANCE IN PLACING ORDERS, PLEASE CONTACT OUR CUSTOMER SERVICE DEPARTMENT IN RICHMOND, VIRGINIA.

THANK YOU FOR YOUR CONTINUED SUPPORT AND COOPERATION.

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Source: https://www.industrydocuments.ucsf.edu/docs/gkwj0004